WESTERN UNION | MAILGRAM®

RETAILER NOTIFICATION

TO: ALL RETAIL CUSTOMERS

EFFECTIVE WITH SHIPMENTS TO OUR DIRECT BUYING CUSTOMERS ON MONDAY, AUGUST 9, 1993, THE LIST PRICES ON ALL BROWN AND WILLIAMSON BRANDS WILL BE REDUCED. ALL BRANDS OF OUR MANUFACTURE WILL NOW FALL INTO TWO PRICING TIERS AS FOLLOWS:

PREMIUM BRANDS		LOW PRICE BRANDS	
KOOL	CAPRI	VICEROY	RALEIGH EXTRA
BARCLAY	BELAIR	GPC	RICHLAND 20'S
RALEIGH FULL REVENUE		SAVANNAH (WHERE AVAILABLE)	
RICHLAND 25'S (WHERE AVAILABLE)			

PLEASE NOTE THAT ALL KINGS, 100'S, 120'S AND NON-FILTER BRAND STYLES WILL BE PRICED THE SAME WITHIN EACH CATEGORY. THIS SHOULD ASSIST YOU IN COMMUNICATING A SIMPLIFIED PRICING MESSAGE TO YOUR CUSTOMERS.

BROWN AND WILLIAMSON WILL NOT OFFER A RETAIL INVENTORY/BUY-DOWN PROGRAM AS PART OF THIS PRICE ADJUSTMENT. IT IS OUR INTENTION THAT YOU SELL THROUGH HIGHER PRICED, ON-HAND INVENTORY PRIOR TO REDUCING YOUR PRICES TO CONSUMERS. WE RECOMMEND THAT YOU ESTABLISH REDUCED PRICES FOR THE ENTIRE CIGARETTE CATEGORY AT ONE TIME. BY SELECTING THE PRICE REDUCTION DATE MOST SUITABLE TO YOU, BASED ON INDIVIDUAL RETAIL STORE REQUIREMENTS, EMPLOYEE AND CONSUMER CONFUSION SHOULD BE MINIMIZED.

TO ENSURE A SMOOTH TRANSITION TO THE NEW REDUCED PRICES, WE HAVE INSTRUCTED OUR DIRECT BUYING CUSTOMERS/WHOLESALERS TO NOT ACCEPT PRODUCT RETURNS FROM THEIR RETAIL ACCOUNTS FROM JULY 30 THROUGH AUGUST 6, 1993. YOUR COOPERATION IN THIS MATTER IS APPRECIATED.

YOUR BROWN AND WILLIAMSON REPRESENTATIVE WILL ASSIST YOU IN COMMUNICATING NEW LOWER CIGARETTE PRICES BY PROVIDING UPDATED POINT-OF-SALE MATERIALS BEGINNING AUGUST 9.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE SALE AND MARKETING OF OUR PRODUCTS.

SINCERELY,

BROWN AND WILLIAMSON TOBACCO CORPORATION

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Source: https://www.industrydocuments.ucsf.edu/docs/hpvk0004